

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**1. - 2. (Canceled)**

**3. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that comprising:

a network;

a server connected to the network; and

user side equipment for presenting advertisements to a user while transferring data with said server via said network, wherein

said user side equipment is provided with an animated advertisement reproduction section for reproducing said advertisements by animation.

**4. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is provided comprising:

a network;

a server connected to the network; and

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

a personal history information storage section for storing personal history information regarding a user of said user side equipment.

**5. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is provided comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

a selection section for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein

said personal history information comprises:

purchasing history;

advertisement access history; or

reply history information for questions.

6. **(Original)** An advertisement presentation system according to claim 4, characterized in that said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.

7. **(Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is provided comprising:

a network;

a server connected to the network; and

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

a selection section for selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.

8. - 9. **(Canceled)**

10. **(Currently Amended)** An advertisement presentation system according to claim 9, characterized in that comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein:

    said user side equipment downloads data and software required to use this data from said server via said network.

**11. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein

    said user side equipment presents the advertisements to the user while uploading data to said server via said network.

**12. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is further provided comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

    an input request section for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network, and

    a response storage section for storing responses input by said input request section.

**13. (Original)** An advertisement presentation system according to claim 12, characterized in that there is provided a response access section for accessing responses stored in said response storage section.

**14. (Original)** An advertisement presentation system according to claim 12, characterized in that there is provided a retrieval section for retrieving responses stored in said response storage section.

**15. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is provided comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

a sales execution section for executing sales of products or services to a said user while data is transferred to or from said server via said network.

**16. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that there is provided comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; and

a processing section for virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

**17. (Currently Amended)** An advertisement presentation system according to claim 1, characterized in that comprising:

a network; and

a server connected to the network;

user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein

transfer speed is adjusted based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**18. (Original)** An advertisement presentation system according to claim 17, characterized in that data transfer finishes at the same time as or after presentation of said advertisement is completed.

**19. - 20. (Cancelled)**

**21. (Currently Amended)** An advertisement presentation system characterized in that in said program according to claim 19, A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements on a said user side equipment to a user while transferring data; and  
third instructions for reproducing is provided with an animated advertisement reproduction section for reproducing said advertisements by showing animation on said user side equipment.

**22. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements on a user side equipment to a user while transferring data; and  
third instructions according to claim 19, for executing a step for storing personal history information regarding a user of said user side equipment.

**23. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, for executing a step

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data; and

third instructions for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein said personal history information comprises:

purchasing history;

advertisement access history; or

reply history information for questions.

**24. (Original)** A program according to claim 23, characterized in that said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.

**25. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, characterized in that there is provided a step  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements on a user side equipment to a user while transferring data; and  
third instructions for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on the environment of said user side equipment.

**26. - 27. (Canceled)**

**28. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 27, characterized in that said user side equipment downloads first instructions for transferring data to or from a server via a network; second instructions for presenting advertisements on a user side equipment to a user while transferring data; and third instructions for downloading data and software required to use this data on said user side equipment from said server via said network.

**29. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, for executing a step where said user side equipment presents first instructions for transferring data to or from a server via a network; second instructions for presenting advertisements on a user side equipment to a user while transferring data; and third instructions for presenting the advertisements to the user on said user side equipment while uploading data to said server via said network.

**30. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, for executing:- first instructions for transferring data to or from a server via a network; second instructions for presenting advertisements on said a side equipment to a user while transferring data; and third instructions a step for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network; and fourth instructions a step for storing responses input by said input request section.

**31. (Currently Amended)** A The computer program product according to claim 30 further comprising:

fifth instructions for executing a step for accessing responses stored in said response storage section.

**32. (Currently Amended)** A The computer program product according to claim 30 further comprising:

fifth instructions for executing a step for retrieving responses stored in said response storage section.

**33. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network; and according to claim 19, for executing a step

fourth instructions for executing sales of products or services to said user while data is transferred to or from said server via said network.

**34. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, for executing a step for

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

**35. (Currently Amended)** A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: according to claim 19, for executing a step

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**36. (Currently Amended)** The A program according to claim 35, further comprising:

fifth instructions for executing a step for finishing data transfer at the same time as or after presentation of said advertisement is completed.

**37. - 38. (Canceled)**

**39. (Currently Amended)** A method of presenting advertisements comprising steps of: according to claim 37, including a step where said user side equipment reproduces a first step for transferring data to or from a server via a network; a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of reproducing said advertisements on said user side equipment by showing animation.

**40. (Currently Amended)** A method of presenting advertisements comprising steps of: according to claim 37, including a step for a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of storing personal history information regarding a user of said user side equipment.

**41. (Currently Amended)** A method of presenting advertisements comprising steps of: according to claim 37, including a step for

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein

said personal history information comprises:

purchasing history;

advertisement access history; or

reply history information for questions.

**42. (Currently Amended)** A method of presenting advertisements comprising steps of: according to claim 41, characterized in that

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data, wherein

    said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.

**43. (Currently Amended)** A method of presenting advertisements comprising steps of: according to claim 37, including a step for

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.

**44. - 45. (Cancelled)**

**46. (Currently Amended)** A method of presenting advertisements comprising steps of according to claim 45, including a step where said user side equipment downloads

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data;

a third step of presenting the advertisements to the user on said user side equipment while downloading data from said server via said network; and

a fourth step of downloading data and software required to use this data from said server on said user side equipment via said network.

**47. (Currently Amended)** A method of presenting advertisements comprising steps of according to claim 37, including a step where said user side equipment presents

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of presenting the advertisements to the user while uploading data to said server via said network.

**48. (Currently Amended)** A method according to claim 37 including- of presenting advertisements comprising steps of:

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data;

a third step for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network, and

a fourth step for storing responses input by said input request section.

**49. (Currently Amended)** A The method according to claim 48 further comprising including a fifth step for accessing responses stored in said response storage section.

**50. (Currently Amended)** A The method according to claim 48 further comprising including a fifth step for retrieving responses stored in said response storage section.

**51. - 52. (Canceled)**

**53. (Currently Amended)** A method according to claim 37 including of presenting advertisements comprising steps of:

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**54. (Currently Amended)** A The method according to claim 53 further comprising including a fourth step for finishing data transfer at the same time as or after presentation of said advertisement is completed.